

## REMARKS

### I. Rejection of Claims 1-9 under 35 USC § 103

Reconsideration is requested of the rejection of claims 1-9 under 35 USC § 103(a) as being unpatentable over Inoue et al. (US 4,776,676), in view of Pfeiffer et al. (US 6,717,561).

US patent No. 4,776,676 (hereinafter "Inoue ") discloses a ferroelectric liquid crystal optical modulation device. US patent No. 6,717,561 (hereinafter "Pfeiffer ") discloses methods and apparatus for driving a cholesteric display system. The present invention relates to a cholesteric liquid crystal display.

The Examiner has stated that Pfeiffer discloses that it is known in the art that bistable liquid crystal materials, such as ferroelectric and cholesteric, can be substituted within display devices and only optimization of a display would be needed based on the type of liquid crystal material selected for use in the display device. Applicant respectfully submits that the various liquid crystal materials have different characteristics, so that the driving method of the display device must be designed according to the liquid crystal material so as to obtain the optimal effect in display. The response time of the ferroelectric liquid crystal material is faster than that of the cholesteric liquid crystal material, and thus, it is proper to use a normal voltage to drive the ferroelectric liquid crystal material, and there is no need to design the driving method of the ferroelectric liquid crystal material. On the contrary, in order to shorten the initial time of the pixel and to increase the switching speed of the pixel of the cholesteric liquid crystal material, it is necessary to design the driving method of the cholesteric liquid crystal display as claimed in the present invention.

Additionally, Pfeiffer does not disclose or teach the technical feature "the polarity of the initial column signal is in reverse to that of the initial row signal" in claim 1 of the invention.

Moreover, applicant emphasizes that Inoue and Pfeiffer do not disclose the technical feature "an amplitude of an applied initial signal of the corresponding pixel is larger than a withstand voltage of the drivers" in claim 1 of the present invention. Inoue and Pfeiffer cannot "shorten the initial time of the pixel and... increase the switching speed of the pixel" as done in the present invention. A person of ordinary skill thus would have no motivation to modify Inoue to shorten the initial time of the pixel and to increase the switching speed of the pixel in view of Pfeiffer. The Examiner has clearly failed to demonstrate both the elements of "the polarity of the initial column signal is in reverse to that of the initial row signal" and "an amplitude of an applied initial signal of the corresponding pixel is larger than a withstand voltage of the drivers" and the result of "shorten[ing] the initial time of the pixel and... increas[ing] the switching speed of the pixel" in Inoue in view of Pfeiffer. Therefore, claim 1 of the application is non-obvious.

As to Claims 2-9, since they depend directly from Claim 1, they should be considered non-obvious if Claim 1 is non-obvious.

### **CONCLUSION**

Upon entry of this amendment, original claims 1-9 will remain pending. Applicant requests favorable reconsideration and allowance of the pending claims.

It is believed that no fees are due regarding this response. However, the Commissioner is hereby authorized to credit any overpayment or charge any underpayment of Government fees to Deposit Account No. 19-1345.

Respectfully submitted,

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